

Semester: IV

Branch: Civil Engineering

**End Semester Examination (May 2022)**

Subject Code: BB0311

Subject Name: Management for Engineers

Date: 13/5/2022

Time: 90Mins

10:00am To 11:30am

Day: Friday

Total Marks: 40

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q.1** What are the skills required for a manager? 04

**Q.2** Explain the functions of management. 06

**OR**

Explain the types of budget. 06

**Q.3** What is a risk? Explain the four basic ways to handle a risk. 04

**Q.4** What is risk mitigation? How the project team mitigates risks? 06

**OR**

What are the benefits of traditional trade? 06

**Q.5** What is the importance of operations manager? 04

**Q.6** Explain product life cycle curve. 06

**OR**

What is market segmentation? Explain the methods of market segmentation? 06

**Q.7** What is the importance of financial planning? 04

**Q.8** Differentiate clearly between selling and marketing. 06

**OR**

Explain the steps involved in staffing process. 06